

# FACSIMILE COVER SHEET

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From: John C. Pokotylo, Esq.

Date: July 18, 2009

Number of Pages Including Cover: 38

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a Two (2) Month Extension of Time (2 pgs.); and
- 4) Amendment (33 pgs.).

Attorney Docket No.: Google-74 (GP-282-00-US)

Appl. No.: 10/814,104

Applicants: Paul BUCHHEIT, et al.

Filed: March 31, 2004

Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL

TC/A.U.: 3688

Examiner: Daniel Lastra

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Modified PTO/SB/21 (08-00)

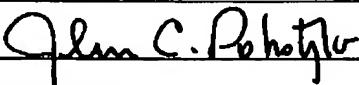
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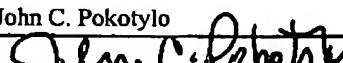
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>		Application Number 10/814,104
		Filing Date March 31, 2004
		First Named Inventor Paul BUCH HEIT
		Group Art Unit 3688
		Examiner Name Daniel Lasta
Total Number of Pages In This Submission 1		Attorney Docket Number Google-74 GP-282-00-US)

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please Identify below):
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	July 18, 2009

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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
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# FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27	
TOTAL AMOUNT OF PAYMENT	(\$ 490.00)

Complete if Known:	
Application Number	10/814,104
Filing Date	March 31, 2004
First Named Inventor	Paul BUCHHEIT
Examiner Name	Daniel Lastra
Art Unit	3688
Attorney Docket No.	Google-74 (GP-282-00-US)

## METHOD OF PAYMENT (check all that apply)

 Check     Credit card     Money Order     Other     None
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Deposit Account Number	50-1049
Deposit Account Name	Straub & Pokotylo

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Charge any additional fee(s) due in connection with the filing submitted herewith

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## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)	Fee Description	
1051 130	2051 65	Surcharge - late filing fee or oath	
1052 50	2052 25	Surcharge - late provisions filing fee or cover sheet	
1053 130	1053 130	Non-English specification	
1812 2,520	1812 2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	Requesting publication of IIR prior to Examiner action	
1805 1,840*	1805 1,840*	Requesting publication of IIR after Examiner action	
1251 130	2251 65	Extension for reply within first month	
1252 490	2252 245	Extension for reply within second month	490.00
1253 1,110	2253 555	Extension for reply within third month	
1254 1,730	2254 865	Extension for reply within fourth month	
1255 2,350	2255 1,175	Extension for reply within fifth month	
1401 540	2401 270	Notice of Appeal	
1402 540	2402 270	Filing a brief in support of an appeal	
1403 1,080	2403 540	Request for oral hearing	
1451 1,510	1451 1,510	Petition to institute a public use proceeding	
1452 540	2452 270	Petition to revive - unavoidable	
1453 1,820	2453 810	Petition to revive - unintentional	
1501 1,510	2501 755	Utility issue fee (or reissue)	
1502 880	2502 430	Design issue fee	
1503 1,190	2503 585	Plant issue fee	
Total Claims	-20* =	X =	Petitions to the Commissioner - check fee sheet
Independent Claims	-3** =	X =	
Multiple Dependent		=	
Large Entity	Small Entity	Fee Description	
Fee Code (\$)	Fee Code (\$)	Fee Description	
1202 52	2202 26	Claims in excess of 20	
1201 220	2201 110	Independent claims in excess of 3	
1203 390	2203 195	Multiple dependent claim, if not paid	
1204 220	2204 110	**Reissue independent claims over original patent	
1205 52	2205 26	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (1) (\$ 0.00)		SUBTOTAL (2) (\$ 0.00)	
Other fee (specify) _____			
* Reduced by Basic Filing Fee Paid		SUBTOTAL (3) (\$ 490.00)	

\*\*or number previously paid, if greater. For Reissues, see above

(Complete if applicable)			
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242
Signature		Telephone	(732) 936-1400

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